

COMMUNICATIONS

COMM 439

INTERNSHIP

1989

PROGRAM

INTERNSHIP SITE DIRECTORY

--- COMMUNICATIONS MAJORS:

- **ADVERTISING**
- **NEWS-EDITORIAL**
- **PHOTO COMMUNICATIONS**
- **PUBLIC RELATIONS**
- **RADIO-TV-FILM**

CALIFORNIA STATE UNIVERSITY, FULLERTON

COMMUNICATIONS INTERNSHIP SITE DIRECTORY

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INTRODUCTION AND INTERNSHIP REQUIREMENTS

For more than 20 years, the Department of Communications at Fullerton has a mandatory internship program for all qualified Communications majors. Since 1985, the course—Communications 439—has been a credit/no credit offering (option 2). Requirements include the submission of an application and attendance at an orientation meeting the semester prior to beginning the internship.

Several studies have shown very strong support for the program. One alumni ranked the internship course as No. 1 among department offerings. A 1985 survey indicated that 90 per cent of the graduates of the program gave high marks to all aspects of evaluation. The department faculty has on several occasions voiced very strong support for the program.

Many of our alumni support the program by becoming site supervisors, taking on the role of mentor to interns. They recall their own internship experience, so often are very conscientious about providing a quality experience for each intern under their direction.

There are several faculty members involved from time to time in the internship program. They all want to help you get in the internship that will enable you to test your communication skills under work conditions. Because of their experience, they have had many internships. Some of these are truly great, some above average, some good and some not so good.

The point is that they are constantly monitoring the program by visiting sites, talking with site supervisors and interns and seeking to make the internship successful. The department has supported the program by giving resources to continue to make it a quality program.

Reports from previous interns consistently show that the most successful internship experiences are achieved by those who are most familiar with this program and take advantage of the many options and opportunities available. Read the following material carefully and bring this book to the orientation meeting.

BASIC INFORMATION

Registration (Communication 439) is required for the semester in which the internship is completed. Credit is only given when an application is filed (the semester prior to the internship) and approved, an orientation meeting attended and a minimum of 100 hours completed at one site. Two copies of a final report and a final conference are required.

Several courses are listed in each sequence as prerequisites for Communications 439 (internship). These must be completed by the semester prior to the actual internship. Prerequisites are listed on the application or call 773-3826 if you have questions.

Internship periods generally follow schedules of the fall, spring and summer semesters (note that tuition fees are required in the summer). The fall period is from Sept. 1 to Dec. 15, the spring from Jan. 1 to May 15 and the summer schedule runs from June 1 to Aug. 15.

Summer internships often have very early deadlines so that orientation meetings are held in the previous November. Much preparation is often required, if you plan an internship out of this market. In recent years, our interns have acquired sites in Australia, Sweden, New York, Chicago, San Francisco and in other parts of the country.

If you are a summer intern and only need the internship class to graduate, you may take part in May commencement exercises at the University and then do your internship. We will discuss summer internships later.

Resumes are often required at most sites. We require that you send to the internship office (LIB 26) a copy of your resume. You may turn it in with your application or shortly thereafter. Some companies call us for a copy of your resume when it has been misplaced or lost at their office. So it is to your advantage to send us a copy.

EXEMPTIONS

If you have two or more years of full-time communications-related experience in the job market (or equivalent time through several jobs), you may petition to waive the internship requirement and take a 300 or 400 Communications Department Course instead. It is advisable to get an appointment with the Internship Coordinator (call 7733-3826). Bring your resume and documentation from your employer to the meeting. Petitions forms will be given to you at that time. Do not file an application. No exemptions are given for a short term job or for a student thinking of entering another field.

If you are on probation or academically disqualified, get a petition form (two copies) and take to your advisor. You will not be eligible for a credit internship. Your adviser will select an alternative 300-400 level course in Communications. If it is recommended during the faculty screening of applications that you may not be ready for an internship, you also may be asked to take another course. This applies to those in the 2.0 to 2.5 GPA range (either overall or in the major).

OTHER OPPORTUNITIES

In addition to using this site directory for leads for a credit internship, some students look for non-credit internships to take during the sophomore, junior or senior year. Of course, they need to have completed some writing or skills courses to qualify. Many cable stations and non-profit organizations, for example, will take such students for an internship or part-time job.

However, they need to inform site supervisors that they are not registered for credit. Some sites will not take interns without credit because of insurance or company regulations. Interns registered under Communications 439 have insurance coverage provided by the Associated Students.

Sites in Los Angeles, especially radio and television stations and some ad agencies, will not accept interns unless they are registered for college credit. Many of the non-profit organizations offering PR training are not as much concerned since they often have insurance for volunteers. A second or third internship seems to be very popular with those hiring today, especially in advertising and public relations.

RESUMES VARY

A few types of resumes are included in this book. However, if you need help in putting a resume together, you should go to the Career Development Center in Langsdorf Hall. A resume workshop may help you. If you have had little or no experience in the field, your resume will be simple. But do make note of all of your work experience as this counts greatly in the workplace.

There are probably at least 200 different kinds of resumes. Of course, these vary by field. There is not a simple answer to this question: What is the best resume? We do not want more than a simple resume. Special printing and special paper are not necessary for us or for most site supervisors.

WHY AN INTERNSHIP?

The Communications faculty supports the internship program because of the many favorable outcomes for students. However, it should be pointed out that students achieve different results. Some bring in very relevant previous experience (either through part-time jobs or internships) that qualify them for the more competitive internships. Some bring special skills in writing, graphics, video or film production, etc. that qualify them for internships that may have good job potential.

Since almost all students in the department complete internships, there are going to be many who will get their first real experience in a job situation and get the chance to apply newly developed skills. The internship then becomes an excellent training ground for future work in the field. It is really a first big step toward the job market. Most of our students take the internship assignments very seriously and plan their schedules to maximize the benefits offered at a site.

To expect immediate employment from an internship site is unrealistic. Some of the corporations and organizations participating in the program hire only at the two or three year experience level. Many of these sites are excellent, but they may not lead to a job.

Many interns each semester do get jobs either through the internship or through the networking contacts available at the site. In the summer of 1985 46 per cent of the advertising interns got either full or part-time jobs at their internship sites and the other sequences ranged from 36 per cent in public relations to 29 per cent in radio-tv-film. However, this has been the highest placement mark in recent years.

WHEN TO INTERN?

There are advantages to each of the three semesters. Summer interns frequently have all other courses completed and can concentrate on the internship assignment. However, as at most schools, summer internships, because of tuition, can be expensive. While there are more paid internships in the summer, some sites in some sequences do not pay. Or at least some do not pay until they see what kind of job the intern can do. Enrollment in the fall program is much smaller. Thus, competition is less for some of the more attractive sites.

Spring has the advantage of allowing the intern to begin Jan. 1. The spring period (Jan. 1 to May 15) is longer, allowing interns with work schedules to put in fewer hours at sites each week. Spring has the largest intern enrollment.

NO CREDIT FOR JOB

University credit cannot be granted for your job, regardless of how directly related to the field. Please do not seek permission to use your present employment for credit as it cannot be allowed. Anyway, it is good to have several communications-related jobs listed on your resume. Some employers say they prefer interns with previous internships or related work experience.

WHAT IS THE FIRST STEP?

Pick up, complete and file an application the semester prior to your internship. At the time you get the application, you must sign up for orientation.

You must attend an orientation meeting so that you will understand how the program works. At first glance, it appears easy to get an internship. And many firms will be glad to accept you. But the opportunity to interview at many different sites and meet people in different areas of communications is a special feature of this program. This has been rated by alumni as one of the outstanding objectives of our program. At some schools you are assigned an internship. At others, particularly universities in rural areas, no such program even exists. Students have to find their own internships, often after they graduate.

Two students recently hired after completing their internships reported that it was the sixth or seventh interview that resulted in the internship that paid off with a job. The students state in their final reports (as you will note in the Library files) that they wished they had started the process earlier and interviewed at more sites. We are pleased that most students endorse this feature as we believe that interviewing is good experience for job seeking later.

We realize that most students are not aware of the amount of time and work that is necessary to maintain an internship program of this size. It is one of the largest in the nation. We ask only that students pay attention at orientation and take notes on information presented. To call us later and ask us questions that have been well covered is a waste of time. There is plenty of time to get your questions answered at orientation, so you plan them ahead.

Many students call to ask when resumes are due. We ask that students submit a resume with their application. It is due at that time. However, we know that some of you cannot seem to put a resume together for one reason or another. So when you get it ready, send it in, either by mail or by leaving it in H-230.

We do not have time and do not intend to check each file to see if a resume is turned in. It is your responsibility. Each semester a couple of site supervisors will call and ask us to send your resume because they either have lost your resume or did not get it in the mail. Frequently, we have no resume and cannot reach you so they say they will interview someone else.

You should sign up in H-230 (the department office) for the orientation meeting. Please make note of time and place. It is much better to go to the orientation meeting of your sequence since about half of the orientation time is devoted to a discussion of sites. The summer orientation meetings are slightly different than others, especially covering information to assist those seeking sites out of this area.

LIBRARY THE NEXT STEP

Our files are in the Reserve Book Room (third floor) of the University Library. With your AS card, you can order several at once. Each file contains a data form with all of the essential information you need. This is why you should not contact companies or organizations on the basis of this site directory information only. The Library file should have all information you need plus reports from previous interns at that site so that you will better understand what is expected.

Most internship applicants spend a good deal of time reading these files, noting those of particular interest. You need to get site supervisors' names, titles, addresses, etc. so that you can mail cover letters and resumes.

When you write cover letters, they should be directed to the right person. Cover letters can be brief and to the point. You are enclosing your resume and you want an interview. Of course, you should include any information on why you think you are qualified and your understanding of the job description.

Much of this information is discussed in more detail at orientation meetings so that you will know just how to proceed. But let's take a couple of examples (these sites are selected for no reason except to illustrate points) to show how it works.

You are looking for an advertising agency site. Estey Hoover is one in Orange County that has taken interns for several years. This office manager prefers that interns call first. Then she will discuss what the interns do and you will bring your resume to the interview. Or she may ask you to mail it in first.

Cochrane Chase & Livingston is another Orange County ad agency, one of the largest in Southern California. Since a large number of students seek internships there company officials established procedures (this is explained in Library file) that require you to submit resume and cover letter via the faculty coordinator in the internship office. A deadline is established and all resumes are forwarded to the vice president of the agency at one time.

The vice president sends the resumes to appropriate people in media, account services, creative and other areas. This process may take much longer. This is why the deadlines each semester are so early. If your resume and cover letter is of interest, you will be called directly by your potential supervisor for an interview.

Let's look at radio-tv-film examples. KCBS-TV has more than 20 internships a semester plus a number of others in the same building. Some of these are with KNX or KNX-FM or with CBS Records where one of our interns got a job recently.

These internships--all nonpaid--are very competitive with students from USC, UCLA, Long Beach, etc. all applying. You need to apply early. Most television stations have intern coordinators, usually in the personnel or human resource departments. These are usually recruiters who send you to the appropriate person for an interview.

Here a good resume and a selling cover letter on why you want to get into television or radio are essential. The same would hold true for NBC, another site in our program. These competitive internships are offered every semester and summer and require cover letters and resumes, too. (And NBC is different from KNBC). Thus, meeting early deadlines is important as well as focusing on the specific internship you want at KCBS or NBC.

Internship applicants should be aware that we have excellent cooperation from Library personnel. Previously, when our files were in the CDC we had large problems in maintaining them. Do not blame library personnel if a file is missing or has been misplaced. The library people who work with our files are very helpful and want to assist you. This brings us to two forms that you must use.

SITE REPORT FORM

A site report form (yellow or white) is in this directory or a second copy may be given to you at orientation. Please use this form as it is the best way for the faculty in the internship office to assist you. Phoning or waiting to get an appointment in the internship office frequently means a delay.

You should note on the yellow form sites that you have contacted. Indicate if there is a new phone number, new address, new supervisor or if the company has gone out of business. With the large number of sites in our program and the large amount of turnover in the communications business, we constantly update our directory. We need your help.

You can submit a couple of site report forms or write the information on the back side. If you check NO on the form and have indicated sites of particular interest, someone in the intern office will call you, providing some new site information.

Otherwise, you should turn in the site report form when you get an internship site. There is a place for YES (I have a site.) and for the date you start your internship. This form may be mailed to the internship office or left in LIB 26 or H-230. If mailed, be sure that Internship Coordinator, Communications, is in the address.

VERIFICATION FORM

This form is due by Sept. 1, Feb. 1 or June 1, but it is generally mailed in when you start your internship. To be sure that you are not dropped from the internship class (COM 439), please get the verification form in by the second week of classes even if your internship is starting later.

The verification form is completed by you, not by anyone at the site. However, we do want it filled out completely and accurately. Often there is a direct phone number so that our faculty can contact your supervisor, if needed.

The verification form is the contract that states you will complete a minimum of 150 hours at your site. This may be mailed in to the internship office. If not received by the end of the second week of classes, you will be dropped from the program. Call us if a problem develops.

When changing from one semester to another (spring to summer or summer to fall) for your internship, you must be sure to drop COM 439 and you must send the intern office a note with your name, ID number, sequence and current address, requesting that your file be changed to the correct semester. However, a change cannot be made from fall to any semester. One needs to complete a new application after Oct. 1 as all who do not register for fall are dropped.

The reason for this is that often there is a new site directory for spring. Also, changes may be made on the application. At any rate, all applications not in use for the fall semester are destroyed.

WEEKLY REPORT FORM

This form is in your site directory and you may xerox copies from it. It is no longer a "weekly" report form as these forms--which must be signed by your supervisor--are due every two weeks. Please do not hold them. Mail to intern office or leave in H-230. Blank forms are available there or in LIB 26.

Please complete the report forms, indicating what specific work tasks you have accomplished. This is important for the faculty coordinator who may visit the site. If you need additional space, you use the back side.

Since an evaluation form is sent to your supervisor when you reach approximately 120 hours, it is important NOT to hold these forms but to submit them regularly. Mailing them is sometimes the best. Do not stick them under the door of the internship office as many get lost this way.

VISIT TO YOUR SITE

A faculty internship coordinator may visit your site to speak with your supervisor. It is not necessary for you to be there at the time of the visit. However, if you are working that day and wish to discuss your assignments there, you may do so. The purpose of the visit is to see how well you are doing and to see if the activities assigned compare with the job description.

You may call 773-3826 (internship office) for an appointment with the coordinator assigned to you. Problems do develop at internship sites. Supervisors may become busy with assigned duties and sometimes neglect the intern. The intern may feel that he/she is not doing a good job. More clerical-type work may appear than expected or indicated in the job description.

If you have problems and immediately meet with your coordinator, it may be possible either in a visit or by phone for the coordinator to improve the situation without involving you. Many agencies suddenly pick up new work and thus overlook interns for a period. In most cases the faculty coordinator can assist in getting the intern more attention, if need be.

Do not wait, if problems arise. Call the internship office and state clearly why the situation is not working out. In some cases a conflict or personality clash occurs. Efforts will be made by the faculty coordinator to solve the problem so that you can continue at the site. Moving an intern to another site is a last resort.

Changes in sites occur very seldom. The point is that if problems arise, it is best for all concerned to get them handled immediately. The internship office wants to help you, but you need to initiate a conference or meeting.

SEEKING INTERVIEWS

Let's return to the library. You have made a list of those sites that you prefer as explained in orientation. Now you are ready to send out resumes and cover letters or make calls. When to call and when to write depends a lot on the site. You will understand this better after orientation.

Some supervisors are anxious to interview interns. Others want to wait until the last minute. If you send out your letters too early, you may find that your resume has been buried on a desk or lost. If you inquire too late, the internship may be filled. Most sites take only one intern per semester and some not every semester.

When you turn in the SITE REPORT form, you should note if a site does not want an intern this semester. This information can be passed along to other interns.

Normally, if you do not hear, you will call the site supervisor in 10 days or two weeks. As you will see in the Library file, some sites prefer that you call first. Most do want to see your resume.

As mentioned earlier, interviewing is good practice for when you are seeking a job. Some of our interns interview at 5 to 10 sites. You will learn what questions are asked in interviews. You will find out much more about the intern's duties and can make a more informed choice of an internship site. You probably will be much more relaxed after your third interview!

PAID VS. UNPAID SITES

It should be pointed out that 150 hours is required for a credit internship. If a stipend or if pay is offered, you must clarify at an interview the exact number of hours expected. For example, one American Heart agency pays our intern \$500 for 200 hours. If unpaid, it is generally expected that you will work 150 hours. But you always need to inform your supervisor a week or two ahead when that time will be reached.

The rule in our program is that when the site has an hourly wage it is expected that you will discuss how much time is expected. Many sites that pay \$5 to \$10 an hour expect interns to put in a minimum of two days a week (sometimes longer hours) for the entire semester. Thus, you will pass the 150-hour mark about half way through the internship in some cases. You should not plan to leave the internship, when paid, before the semester ends.

While we cannot give you more than three units of credit, a longer internship may have several advantages. You may be at the site when a job opens. Or you may get to do more complex and challenging tasks that would not be possible in the limited time of 150 hours.

It is important to explain your time and schedule at the interview. Much of this information is on the data form in the organization or company's Library file. More sites are now paying interns, especially in the summer. However, as pointed out at orientation, this goes along sequence lines.

ONE-TIME ONLY SITES

Public relations students and those in the news-editorial sequence, except for people with exceptional skills in a related area, are restricted to sites that are listed in this directory. This rule is explained at orientation.

However, those in advertising, photography and radio-TV-film should be aware that getting a new site has some risk. There is no guarantee that the job description will be followed. In short, there are no reports in the Library file to show what the intern is really doing.

Because advertising and RTVF interns have introduced us to new sites that have resulted in some good opportunities for future interns, we have encouraged such arrangements. However, there are forms required including an insurance letter and a job description. Sometimes, contacts with friends or relatives at some sites are best used later for either a job or a later no-credit internship.

If you wish to seek acceptance of a site not in our directory (for the three sequences approved for this rule), you need to contact the internship office for the appropriate forms. Deadlines are announced at orientation. For example, for spring interns the deadline for filing such forms is Jan. 1. Many one-time only sites do not compare in quality with those in our own files.

As explained earlier, while at work at your internship site, you are covered with a policy under the Associated Students, a policy that also covers athletes at CSUF and other colleges in the system.

ANNOUNCEMENTS ARE POSTED

We get many new sites after a directory is published. Also, there are many summer programs only available for summer interns. Unfortunately, many of these have deadlines shortly after summer orientation in November. The internship office maintains two locked glass covered boards outside of H-330, near the rear elevator in the Humanities Building. Check these boards after orientation for listings of sites available for interns for the semester in which you plan to do your internship. Generally, these do not require one-time only forms but are new sites.

If you turn in your SITE REPORT FORM when you get a site, this information (that the site has an intern) often also will be posted. Check the board regularly. It is helpful to other interns to know that a site has been filled.

CHOOSING WHICH SITE?

You may get two or three offers of an internship, particularly if you have sent in your resume and cover letter on time. A site supervisor may select three interns to interview. If you are the first choice, there may be some pressure to find out if you will accept. The strategy in handling this problem (which may not be a problem at all) is discussed at orientation.

When you accept an internship, you should not only let the site supervisor know as soon as possible but also let the other contacted sites know where you are not planning to go. This can often be done with a brief thank you letter or call. You may be seeking a job there some time so it is just good common sense.

However, it may also help one of our own interns who may be No. 2 on the list and would like to get an internship that you have rejected. We get calls from supervisors who cannot get in touch with interns whom they want to hire. Please follow this procedure to help all of us.

THE FINAL CHOICE

If you follow recommendations to interview at a number of sites, you may get several offers. The final choice has to be made by you. You should consider these items: how well you get along with the potential site supervisor, the job description and if it is primarily along the line of what you are seeking, the company, organization or firm where you will be an intern and the opportunities available there.

To reject a site because of one or two negative or a somewhat negative report in our files may be a mistake. We do put all reports in the Library files. However, a change of a site supervisor or a somewhat negative experience for one intern may not give you the complete picture. We do not have the staff nor the time to investigate each case or to monitor why an internship failed for a particular student.

If you are an intern who cannot perform the tasks described in the file and get criticism from your supervisor, then it is likely that your report will not be all positive. Better to blame the site than yourself!

The internship office routinely drops sites from the program where it is concluded after careful checks that the job description is not being met or the experiences are not consistent with the objectives of the program for our interns. More than 20 sites have been dropped prior to the publication of this site directory for a variety of reasons.

Most interns make good choices. We are hopeful that all interns will have an outstanding internship. And most do! But many interns (and many of these turn out to be good choices, too) do not have time to interview as much as they wish. Limitations of time and conflicts with classes or work may greatly reduce the options available. You may have to make a selection quickly.

A FEW FINAL POINTS

Sometimes it is necessary to call the internship office at 773-3826. Many interns simply give their first names. Please be professional at all times by giving your full name, sequence and the semester of your internship. The intern office is handling hundreds of students a month and often working with interns from two different semesters at the same time. Plus there are large numbers of students from all sequences seeking jobs.

We can assist you but we need your help. Just dropping in the office and expecting an appointment is unrealistic. Call first. We do not have full-time clerical help. When the office is closed, you can call and our answering machine will take care of your request. Here is an example of how to handle this:

Hello. I am Josie Smith. My sequence is R-TV-F and I am a Fall intern. KCBS-TV has requested a letter indicating that I am registered this fall and that I will get academic credit. Since I am registered, I would appreciate a letter. It should go to....(give correct name, title and complete address.)"

JOB PLACEMENT

Helping graduates get jobs is another function of the intern office. Since time for this work is extremely limited, it is best to check for both full time and part-time openings on the job board outside the department office--H-230. It is required that you submit three resumes and a cover letter detailing the type of jobs you would consider, if you would go to L. A. , Riverside or San Diego, your salary needs, including the minimum you would consider, whether or not you would take part-time employment, and any other pertinent information. This informal letter should be directed to the internship coordinator.

REGISTERING FOR COM 439

If you do not register by mail, you may have to add the internship course--Communications 439--during the add/drop period. Please register as soon as possible. Remember, it is Grade Option 2 (credit/no credit).

SEE YOUR ADVISOR

Please keep in mind that should you change your internship (for example, summer to fall) you may not have to file a new grad check. Information on graduation requirements should be obtained from your advisor or the Registrar's Office, not from the internship office.

OTHER SEQUENCES

You are expected to do your internship in your sequence. Of course, many sites, for example, list ADV/PR, and the site wants an intern from either sequence. However, we have had problems with interns trying to do internships in areas where they are not qualified. For example, trying to change your sequence in the middle of your senior year means that you probably do not have the appropriate skill courses for the new area of interest.

The public relations faculty has ruled that no intern representing Cal State Fullerton go out on an internship without at least two writing courses including 362. If you have questions about this rule, please check with an intern coordinator. Generally, you must get permission to intern in another sequence. We find that, for example, PR students do not have the production skills that may become necessary in a R-TV-F internship.

Interns are not permitted to log 150 hours from two sites. If you have few classes and lots of time and want to do two internships at once, you may do so. However, you must select one only for your credit internship (Com 439). The other would be for no-credit.

A FINAL SUMMARY

Finally, these are the steps necessary for you to get internship credit and, hopefully, a good internship experience. Make a note of these or keep the list handy:

1. Fill out and submit an application for an internship the semester prior to the time you plan to do your internship. Forms are available as follows: Oct. 1 for spring; Nov. 1 for summer; March 1 for fall. Turn in your resume with your application.

2. Attend the mandatory orientation meeting of your sequence. Take notes and ask any questions that may assist you in clarifying procedures. Bring along the COM 439 SITE DIRECTORY (available in the University Bookstore) to this meeting.

3. Visit the Library Reserve Book Room. Use your site directory and orientation notes to help locate sites of interest. Read files carefully and again take good notes.

4. Be sure that you are registered for COM 439. Grade Option 2.

5. Write a brief cover letter to go with your resume to send to sites. Note that some sites may merely be called. (Timing for this will be explained at orientation). Use the SITE REPORT form for help with special sites and/or in informing the internship office promptly when you locate a site.

6. Go to work on your internship. Be sure that you have clarified your schedule of hours at your interview. (If paid, you likely will put in more hours than 150).

7. Submit forms (signed by your supervisor) that you fill out, detailing the tasks assigned for the two-week period. Complete two weeks of work and mail or deliver form to the campus Internship Office (LIB 26). For example, if you start Sept. 1, a form would be due about Sept. 15 and again about Oct. 1, etc.

8. Schedule a final conference with your campus coordinator close to the end of your internship or when you reach about 150 hours, whichever is first. Call 773-3826 to make an appointment.

9. At that time or at least prior to the deadline indicated in information sent to you by the Internship Office you should complete two copies of your internship report, one copy going to the Library file of the site. If you want a copy, xerox a third copy. A form in this directory shows the points you must cover in your final report. Follow it carefully.

(NOTE: Please mail this form to Intern Coordinator, Communications Dept., CSU Fullerton, Fullerton, CA 92634. Copies of this form are distributed at orientation and a copy is in the site directory.)

ALL INTERNS MUST TURN IN A SITE VERIFICATION FORM UPON FINAL SELECTION OF SITE. THIS IS A SEPARATE FORM AND MUST BE TURNED IN BY THE DEADLINE OR YOU MAY BE DROPPED FROM THE COURSE.

INTERNSHIP SITE REPORT

Purpose: to report on sites contacted, to aid intern office in getting updating information, and to get coordinator assistance in finding a site.

Name		Sequence	
Home Address		Home Phone	
City	Zip	A/C Work Phone	

Following the three models below, list results of all of your interviews and check NO blank, if you need help in locating a site.

ABC Company	No intern wanted this semester.
XY Company	Interviewed. Skills not appropriate.
Zee Company	Waiting to hear. New supervisor on back.

(Use back side, if more space is needed.)

_____ Check here if back side is used.

_____ NO, I do not yet have an internship site.

_____ YES, I will be doing my internship at:

Starting about _____

Comments:

VERIFICATION OF INTERNSHIP

TO THE STUDENT:

This form must be completed and turned in to your internship coordinator no later than the end of the second week of classes. **FAILURE TO SUBMIT THIS REPORT ON TIME MAY RESULT IN YOUR BEING DROPPED FROM CLASS.**

Please provide all information asked for, including phone numbers and zip codes.

Student's name _____ Student number _____

Address _____
No. and Street Apt. No.

City _____ Zip Code _____

Phone (home) _____ (message) _____
Area Code Number or work) Number

I began/will begin work on _____ for

Name of organization _____

Address _____
No. and Street City Zip

under the supervision of _____
Name of your on-the-job supervisor

Department or Title

Phone Number

I have not yet begun an internship yet because
(state briefly any problem you are having and the
type of internship you are seeking. We may have
the solution.)

NOTE: THIS IS AN IMPORTANT FORM AS IT IS YOUR CONTRACT. IT MUST BE
SUBMITTED TO GET CREDIT.

REPORT FORM-DUE EVERY OTHER WEEK
COMMUNICATIONS INTERNSHIP PROGRAM

NOTE: You may get additional copies in H-230 or the intern office or you may xerox blanks. Keep your own copy to log your hours for a record in case forms get lost).

	ADV PR N-E PHOTO RTVF
<u>Name of Intern</u>	<u>Sequence (circle)</u>

(NOTE: This form to be completed by the intern and signed by the supervisor MUST have dates for the two week period being reported and MUST have the TOTAL NUMBER of hours worked during that period. Form may be mailed: Intern Coordinator, Communications Dept., CSU Fullerton, Fullerton, CA 92634. PLEASE PRINT OR TYPE ON FORM).

This is a report of my internship activities at

Name of firm, agency, organization

working under the supervision of _____
Print name of site supervisor

Beginning _____ and working through _____
(two week start date) (two week ending date)

for a total number of _____ HOURS.
(hours completed-two week period)

The following tasks/assignments completed during this period:

Signature: _____
On-the-job Supervisor

STUDENT'S INTERNSHIP REPORT

Each intern is to type double-spaced a final report of three to five pages. It may be turned in as soon as the internship is completed but no later than December 15 for Fall, May 15 for Spring and August 15th for Summer. The following questions are merely to suggest areas that you should cover in the report. Do not answer each question, but write in narrative form, covering these general areas.

This office requires two copies for your file. PLEASE KEEP A COPY FOR YOUR FILES IN CASE YOUR REPORT IS MISPLACED. THIS OFFICE WILL NOT CREDIT YOU UNTIL WE RECEIVE THE REPORT AND IT IS LOGGED AND PLACED IN YOUR FILE. The report should be mailed to the Communications Department Internship Coordinator or placed in the internship coordinator's box in the Department office. Never put your report under the door of any office.

TITLE PAGE

Your Name.

Place where you did your internship.

Your sequence in Communications.

Date when you completed your internship.

PART ONE

What days and hours did you work?

How much money was paid to you each week? (Gross)

Who supervised your work (name and titles)? Explain in detail what supervision you received (how much, how often, its nature, preventive and/or corrective, etc.)

Evaluate the supervision you received. How helpful was it? In what areas was it good or bad? Why? (Be very candid, please.)

PART TWO

List and explain in detail all the different types of work you were assigned to do, and explain exactly what you did in each. (This means types of work--reporting, rewrite, features, etc., including specific assignments.)

Rank each of the types of work you listed above, from top to bottom according to how much time you spent on each.

With the rankings, estimate the percentages of your time spent on each.

Which type of work did you enjoy most? Why?

Which type of work did you feel provided your most valuable experience?

Discuss your most interesting and unusual assignment.

Discuss your most difficult assignment.

Explain the mistakes you made. Why did you make them and how can you avoid repeating them?

What compliments did you receive on the job? Who made them?

Were you offered a permanent job after graduation by your employer?

If not, what do you think (or know) was the reason?

Would you consider a permanent position with your employer? Why? Why Not?

PART THREE

List the one thing you learned from Comm courses or group of courses that helped you most on the job, and explain how it helped.

List other skills learned in Comm courses and explain how they helped you.

What courses outside Comm can you point to specifically as helping you on the job and how did they help?

What other courses do you feel might have helped prepare you for this internship?

What advice can you offer to future interns considering this site?

What suggestions do you have for improving the internship program?

SAMPLE OF CHRONOLOGICAL RESUME

Your Name
Address
City-State-Zip
Telephone # (include area code)
Message Telephone

EDUCATION

1983-1985 BACHELOR OF ARTS IN COMMUNICATIONS/PUBLIC
RELATIONS, CALIFORNIA STATE UNIVERSITY, June 1985
Deans List.

1981-1983 ASSOCIATES DEGREE LIBERAL ARTS, COMMUNICATIONS
EMPHASIS
GOLDEN WEST COLLEGE, June 1983
Deans List.

EXPERIENCE

Summer 1985 AMERICAN HEART ASSOCIATION, LOS ANGELES CHAPTER
Los Angeles, CA
Public Relations intern. Wrote press releases,
assisted with Heart Fund "Walk for Your Heart"
fund-raising event. Assisted in production of
monthly newsletter.

1982-1985 University of California Library, Irvine.
Library Aide
Worked at the reference and information desks,
used the computer to process requests for students
and faculty for materials from libraries
nationwide.

1980-1982 ABC Company, Santa Ana, CA
Clerk typist
Answered phones, typed correspondence, filing.

**MEMBERSHIPS
ACTIVITIES
AND AWARDS**

Phi Theta Phi (Honor Society) - 1982, PRSSA, WICI
Volunteer at Press Center during LA Olympics
Comm Week Task Force Coordinator.
Public Relations Student of Year

**ADDITIONAL
INFORMATION**

Fluent in Spanish. Enjoy reading, public speaking
and horseback riding.

**PROFESSIONAL
REFERENCES:**

Available upon Request

SAMPLE OF FUNCTIONAL RESUME

YOUR NAME
Address
City-State-Zip
Telephone # (include area code)
Message Number

EDUCATION

BACHELOR OF ARTS IN COMMUNICATIONS/RADIO-TV-FILM
CALIFORNIA STATE UNIVERSITY FULLERTON, June 1988

-Took courses in reporting and writing, reporting of public affairs and communication law.

SKILLS

Technical Skills

-set up, operated and maintained media hardware such as electronic news-gathering camera and studio and small format video cameras and recorders.
-created sound effects, video, audio, sketches, scenes, etc. in producing messages for broadcast.

Communication Skills

-edited wire copies for news production and radio announcing.
-developed interviewing skills as a stringer for a newspaper.
-developed skills in meeting community leaders and working with community organizations.

EXPERIENCE

PART-TIME REPORTER AND STRINGER for Tustin News, covering sports and news events. (September 1983-December 1983)

INTERN, Multi-Vision Cable, Anaheim. Working as a broadcast journalist covering community events and interviewing on the air several community leaders. (March 1986-June 1986)

ACTIVITIES AND INTERESTS

Contributed to Daily Titan, campus newspaper, several articles for publication.

Member Sigma Delta Chi

Professional references available upon request.

SAMPLE COVER LETTER

(There is no sample cover letter as such. Students were simply copying an example used in the previous directory. It is best to create your own cover letter. Keep it concise and to the point. Avoid cliches. Many students will say "I have great writing and creative skills" or "your agency would be a great place for me to work", etc.)

Suggested heading

Student's address
City, state, zip code
Date

John Jones
Marketing Director
XYZ Company
12345 First St.
Los Angeles, CA 90009

Suggested organization

Three paragraphs that briefly give essentials:

You will be an intern for the fall, spring or summer semester, and you will be registered for credit. Give available hours or days or indicate flexible time, if so. You would like an interview as soon as possible, and you are enclosing your resume. Avoid grammar and spelling errors. A paragraph telling of your experience and/or course work. Tell site supervisor that you have reviewed the library file on this company and understand the tasks involved in this internship. (Do review file carefully).

It is essential that you make it easy for a site supervisor to reach you. Many of these people say they have to give up reaching prospective student interns because our people are not home, have no answering machine and give no message number. If you are not at home or have no machine to take calls, leave a message number even if it is your grandmother's phone number.

This may be sufficient for some cover letters. If the letter is too long and too dense, it probably won't be read or it will give a bad impression of you and your skills.

Additional paragraphs can be used, if needed, to explain any special skills such as graphics or production experience or previous photo work. You may also comment that you can bring writing samples or portfolio to the interview. Comment on any relevant work experience, especially if this gave you computer experience which may assist you at this site.

Your resume should have near or at the top your home phone as well as work number or message number.

DIRECTIONS FOR USING SITE DIRECTORY

This site directory was accurate when published. Since there is frequent turnover in communications positions in all sequences, a new supervisor may be assigned. It may be necessary for you to briefly explain the program to him/her.

Addresses, phone numbers and even the names of some companies change. This is why we ask you to use the Site Report Form to give us updating information. Please be specific on the form to indicate changes such as address or name of supervisor. Write on back of the form or attach a sheet, if necessary. In this way we can correct the directory for the next publication. Do not call us with changes. Write them down.

The basis of your decision on which sites to contact for interviews should be based on a review of a company's library file, including a check of the data form and reports of previous interns, if any. You need to know at the outset (1) if you are qualified and (2) if you are interested in the type of assignments that this site promises.

Obviously, if you leave all of this to the last minute (many interns write in their final report that they should have started the process earlier and interviewed at more sites), then you will not have time to send a resume and cover letter and may have to call.

Sites will interview a number of students for some positions. You may be number 2 or number 3 on the list. It helps our students greatly when as the number 1 candidate and you decide to go to another site, that you promptly inform the site supervisor at the sites where you are not going. Thank them for their time and when possible, tell them why you are going to the other site. This lets us get one of our students (perhaps No. 2 on the list) a chance at that internship. Our department has a good reputation as many site supervisors tell us that Fullerton students are very good about letting them know and more courteous than students from other colleges. We want to keep this reputation. Do let all of the people know as soon as possible, if you do not plan to intern at their site.

You need permission from a faculty intern coordinator to intern in another sequence. This is rarely given. In the past we have had too many problems with students who think they are qualified in another area but lack the skill courses in that field.